

PHILADELPHIA CITY PLANNING COMMISSION
October 18, 2011

PRESENT: Alan Greenberger, Chairman
Joseph Syrnick, Vice Chairman
Brian Abernathy, representing Richard Negrin
Patrick J. Eiding
Elizabeth K. Miller
Nilda Ruiz
Nancy Rogo Trainer
Saskia Thompson, representing Rob Dubow

ABSENT: Bernard Lee, Esq.

Executive Director: Gary J. Jastrzab
Deputy Executive Director: Eva Gladstein

Chairman Alan Greenberger convened the City Planning Commission Meeting of October 18, 2011 at 1:10pm.

- 1) Approval of the Minutes for the September 20, 2011 meeting.

Upon motion by Mr. Eiding, the City Planning Commission approved the minutes for the September 20, 2011 meeting.

- 2) Executive Director's Update

Mr. Jastrzab reported on the following items:

PCPC ARCHIVES PROJECT

We have one alumni of the City Planning Commission staff, Bob Presser, with us today. He along with Joe McLaughlin has volunteered to help us review our collected materials in various storage rooms: books, B&W photos, slides publications. We have moved 3 times: in the late 80's from the City Hall Annex to 1515 Market Street; then to this building in 1998. We have never effectively dealt with the accumulation of these materials. The City Planning Commission is now working with the Dept. of Records to archive, preserve, and make public these materials. Bob and Joe have turned up some interesting materials:

- a. January 1944 publication by Citizens' Council on City Planning reporting on City's planning history. The information was created in the Home Rule Charter in 1952.
- b. November 1946 City proposal to the UN offering two sites: *Belmont Plateau* and *the far end of Roxborough*.

Bob Presser was with us for 32 years from 1963 to 1995. He was the Director of Graphics Division, and Ed Bacon's right-hand man in regards to photography.

Joe McLaughlin was with us for 34 years from 1964 to 1998. He also served as Director of Graphics Division, and then Administrative Services Director his last few years.

Mr. Jastrzab thanked them for all of their work.

NEW STAFF MEMBER

Mr. Jastrzab introduced a new member of our staff. Raj Chavada has joined the GIS Division. He has a Bachelor of Civil Engineering from Gujarat University (India), and a Master of Science in Geographic Information Sciences from the University of Akron. He comes to us from the Stark County Regional Planning Commission in Canton, Ohio. He welcomed Raj.

ANNUAL ETHICS TRAINING FOR COMMISSION MEMBERS

The City's Board of Ethics requires all Commission members to take an annual ethics training class. The Board of Ethics has scheduled two dates for PCPC, ZCC, and Art Commission members: Tuesday, December 13 at 12:30 p.m. and Thursday, December 15 at 5:30 p.m. We will be sending more detailed information to you.

APA-PA AWARD

We are pleased to announce that the Industrial Land & Market Strategy prepared by PIDC has been selected as a *Best Practice Award* winner by the PA Chapter of the APA. The City Planning Commission accepted this study in January 2011. The award

will be made today to the City & PIDC at the PA APA Conference in Scranton. Alan Urek, Director of SP&P, is representing the Commission at the awards ceremony.

ITEMS IN ACCORD WITH PREVIOUS POLICY:

We have 4 Streets Bills, 1 Property Bill; 9 Redevelopment Items.

- **DELAWARE AVENUE EXTENSION (North Delaware Riverfront Plan).** Court ruling requires filing Declaration of Taking within 12 months. These bills reauthorize.
 - a. **Bill No. 110650:** Authorizing acquisition of land to extend Delaware Avenue from Lewis to Buckius Streets. This Bill re-authorizes all actions previously authorized in Bill No. 080205, approved February 2008 by PCPC.
 - b. **Bill No. 110648:** Authorizing revision of lines and grades by placing Delaware Avenue from Lewis Street to Buckius Street (City Plan 305 and 306). This Bill re-authorizes all actions previously authorized in Bill No. 080131, approved February 2008 by PCPC.
- **Bill No. 110647:** Authorizing striking and vacating the 10-foot wide portion on west side of 32nd Street from Chestnut to Walnut (City Plan No. 42). PCPC approved IDD Master Plan Amendment for Drexel University to construct new Chestnut Street Housing (Chestnut between 32nd and 33rd) on July 19, 2011.
- **Bill No. 110616:** Authorizing striking and vacating Clifton Street from Montgomery Avenue to Berks Street (City Plan No. 118). PCPC approved IDD Master Plan Amendment for Temple University to build mixed-use parking structure for Montgomery/Berks/11th/ Warnock Streets on May 17, 2011.
- **Bill No. 110669:** Authorizing the City to convey 921-27 Ellsworth Street St. Maron's CDC and BCM Affordable Housing for senior housing development. This bill is similar to Bill No. 110535, approved by PCPC on July, 19th 2011. The difference is current bill removes PAID as the middleman and conveys directly to developer. No impact on the transfer.

The following redevelopment items are proposed for administrative approval because they are consistent with previous plans or Commission policy:

1. South Central Urban Renewal Area: Redevelopment Proposal authorizing acquisition of 601 Christian St. in Queen Village. Purpose: RDA will convey to Neighborhood Gardens Association for permanent use as a community garden. This is in accord with the South Central Redevelopment Area plan.
2. Haddington Urban Renewal Area: Redevelopment Proposal authorizing acquisition of a vacant lot at 20 N. 59th St. Purpose: Transit-Oriented Development at 60th & Market Streets. This is in accord with previous PCPC approvals and the West Market Street TOD Plan.
3. Redevelopment Agreement with Project H.O.M.E. for three properties on 28th St. in Strawberry Mansion: 2126, 2152-54 and 2155-57 N. 28th St. Purpose: development of affordable rental housing. This is in accord with the North Philadelphia Redevelopment Area Plan.

4. Redevelopment Agreement with Lillian Figueroa for 1236-40 N. Randolph St., located in Eastern North Philadelphia. Purpose: side yard. This is in accord with the North Philadelphia Redevelopment Area Plan.
5. Redevelopment Agreement with Shamrock Developers, Inc. for two properties in West Oak Lane: 1802 73rd Avenue and 7271 Pitville Avenue. Purpose: rehabilitation for homeownership under the Neighborhood Stabilization Area II Program. This is consistent with the West Oak Lane Redevelopment Area Plan.
6. Redevelopment Agreement with Susan Bing for 2231 E. Letterly St. in New Kensington/ Fishtown. Purpose: side yard (part of the New Kensington Open Space management Program). This is in accord with the New Kensington & Fishtown Redevelopment Area Plan.
7. Redevelopment Agreement with People's Emergency Center CDC for 3923 and 3933-37 Brandywine Street, and 632-34 N. 39th St. in Mantua. Purpose: development of 6 units of special needs housing. This is in accord with the Mantua Community Plan.
8. Redevelopment Agreement with WPRE III, LP (West Philadelphia Real Estate) for 3726 and 3730-44 Melon Street in Mantua. Purpose: development of 7 units of rental housing. This is in accord with the Mantua Community Plan.
9. Redevelopment Agreement with SRD Brewerytown, LLC for 3101 W. Girard Ave. Purpose: development of an 18,000 sq. ft. food market with accessory retail. This is in accord with the Redevelopment Proposal for this site, approved by the PCPC in August 2011.

3) *Philadelphia2035* District Plan Update.

Richard Redding, Division Director of Community Planning, stated you received the update in August. We will be doing updates every other month. The District Plan is part of the Philadelphia2035 Comprehensive Plan and the new zoning code. The whole effort should take 4 ½ years to complete the District Plans.

Jennifer Barr and Andrew Meloney are working on the first to District Plans. Laura Spina and Ian Litwin will be working on the next 2 District Plans. The first two plans' land use maps are being prepared and we will bring it to you in the future as an information only item. Public meetings are being held and planned for these meetings. The first meeting the public helped us with destination and barriers, and susceptibility to change. The second meeting the public helped us with scenario building and balancing competing needs. There will be 16 City Planning Commission staff members are working on it from all of the division of the agency. There have been 300 to 360 people have participated from the community. Facebook is helping people stay connected. Lower South consists of Packard Park, Navy Yard, Sports Complex, and the Nova Care Parking Lot. We discussed mass transit and highway work in the area. The public indicated to us that between highway and mass transit, they would like to see both. Our agency has done design work for the Nova Care site in the Lower South plan land use. West Park goes from Presidential Apartments on City Line, 52nd and Lancaster, West Parkside to Cathedral Park. We discussed a trade-off for pedestrians and traffic on City Avenue. Staff is looking at drawings for transformation of existing transit node at for Transit

Oriented Development at 52nd and Lancaster, as well as, West Parkside and Cathedral Park. The next step will be the third public meeting scheduled in mid-November. These will be the final meetings for the first 2 district plans. In December we will bring the draft plans to the City Planning Commission for information only and then vote at a later meeting.

4) *Information Only: 205 Race Street Residential Development (Brown-Hill Development).*

Jeffrey Brown stated this site is at the northwest corner of 2nd and Race Streets. They have owned it for 10 years. The proposal would have lower level commercial and rental apartments above. They are working with Gluck Partners from New York.

Mr. Gluck stated it will be 150,000 sq. ft. It is right up against the bridge. We see this as a connector to the Race Street Bridge This has been the third plan that has been brought to this Commission. They will maintain 55 ft. height along Race Street. The issues they have are that it is above the allowable height, bulk, and parking. They are working to provide off-street parking. I will be 178 ft. tall along 2nd Street. There will be 122 rental apartments with 1 and 2 bedrooms, commercial on the ground floor, and below grade parking for tenants.

Ms. Rogo Trainer asked about the FAR.

Mr. Gluck replied 6.95.

Ms. Rogo Trainer replied she feels the deep cut doesn't do much for the public, but she likes most of the proposal. She is concerned that the parking will be somewhere else. You have the facility to do it there.

Mr. Gluck replied he doesn't have them in place yet, but they will be presented later to the City Planning Commission.

Mr. Greenberger asked if they considered parking for the retail.

Mr. Gluck replied yes that is possible.

Joe Schiavo, Old City Civic Association's Vice Chair on Developments Committee, stated submitted letter (see Exhibit "4A"), that was sent to Alan Greenberger, reflects their opinion on this proposal. He stated their concerns are 3 items: height, FAR, and parking. With the new zoning code coming, the developer will not be able to pick something from column A and column B. They will have to do whatever the code tells them. Proximity to the bridge is a disadvantage.

Richard Thom, Chair of the Old City Civic Association's Developments Committee, stated Old City has been the area for some development that has not come to fruition. He has been involved with other cases involving Christ Church, etc. There is simply no urban design based on the applicable standards of the zoning code.

John Gallery, President of the Preservation Alliance, stated they support both the views of Joe and Rich. It is not compatible. If you are going to support the new zoning code, why not start now. Do not support this plan.

5) *Information Only: 521-31 S. Broad Street mixed-use development (Dranoff Development Company).*

Thomas Chapman, attorney from Blank, Rome Comisky & McCauley LLP, said he is here with PIDC, who currently owns the land, and Dranoff Property. The RFP slated mixed-use residential and commercial. It is located on the block of Broad, Juniper, Rodman, and Chestnut along Juniper and Rodman. The proposed structure is 7 floors at Broad Street and 4 floors along South Street with underground parking. It is the same use and scale. Initially it was proposed as a 6-story at Broad and Rodman. In response to a number of concerns from the public, they reduced the height along South from 7 to 4 floors. They will have retail on both Broad and South Streets. Partially in concerns raised by residents, the building was set back from the private homes. They also have 30 below grade parking spaces. They are also taking advantage of the location of the subway. They need the approval of the Art Commission and Streets Commission for the marquee. The site is currently zoned partially "C-4" Commercial and "R-10" Residential. They are going to be required to get some form of zoning that allows loading dock, allows reduction in parking, and would allow a restaurant or a deli. The plan that you approved is the only plan that can be build there. With a plan of development, what you see is what you get. They will be back on November 15 for the next City Planning Commission meeting.

Ms. Rogo Trainer asked under the current conditions, what is the zoning code providing.

Mr. Chapman replied as it is currently zoned, you cannot change it.

Ms. Rogo Trainer replied we have been trying to hold the line to what the developer can do.

Mr. Eiding asked does the entrance to subway have a cover now.

Mr. Chapman replied no.

Ms. Ruiz replied she likes it. It is nice to have the cover.

David Fante stated he is an architect and resident of 1332 Rodman Street behind this proposal, and member of Wash West. There was a meeting that he recused himself from. He asked that we stick to the zoning. The only reason the developer cannot go lower is financial hardship. This is not good enough. What about the hardship to them. Their property values will go down. Who benefits from this? They are not against development. He read his neighbor's statement (1334 Rodman Street). When they purchased their homes they were told it would go up in value.

Angela Fante stated in regards to the proposed height along South Street, the 17 ft. plopped down is both disrespectful to us and our neighbors. This is shoehorning a property into a site it is not appropriate for. Nothing the neighbors say will change the proposal. First, she would like the City Planning Commission to reconsider their process. And second, consider the proposal from the residents side and not commerce's.

Laura Fitzpatrick stated she is a professor living on Rodman Street since 1989. She is here to talk about Dranoff's proposal for parking and has signatures from residents. They don't

want parking on Rodman Street. All but one house is designated historic. It will injury the quality of life. This will add increase truck traffic on her block. Her selection is simply, put Carl's garage someplace else.

Ms. Rogo Trainer asked if this is information only, why is it going to Council.

Mr. Chapman replied Rules Committee hearing on November 1. We were expecting to ask Council to hold it.

Mr. Greenberger replied when you come back, come back with exactly the drawings you want us to vote on.

Ms. Rogo Trainer replied it is not clear what you want us to vote on.

6) *Information Only: 3400 Market Street mixed-use development (University City Science Center).*

Kurt Hess, Real Estate for University City, stated this site is used for surface parking lot at 34th and Market Streets.

Mr. Chris Stoddard stated the southwest corner of 34th and Market Streets was the site identify in the IDD for the gateway to the University City Science Center. The corner will be wrapped with ground retail. Parking requirement are being provided. There will be 17 floors plus a penthouse.

Mr. Greenberger asked what will be going in the second to fourth or fifth floors.

Mr. Stoddard replied offices. We are looking for other uses. And will have LEED performance gold or silver.

Ms. Rogo Trainer asked about the set back.

Mr. Stoddard replied they are trying to create a more active sidewalk.

Mr. Syrnick asked is it a 15 ft. set back. Your presentation sounded better than your drawings.

Mr. Greenberger replied it is the first time he is seeing it. Tell us about the time.

Mr. Hess replied it is conceptual at this time. We will have to go to the ZBA for variances.

Mr. Greenberger replied if you are not ready to go, don't push too hard. And you should come in to meet with staff.

Mr. Hess replied it is according to the Redevelopment Authority Urban Renewal Plan.

Brian McHale replied there is not much discussion between this building and the building next to it at 3440.

Mr. Stoddard replied with 15 ft. set back, it will allow sunlight to get in.

- 7) Blight Recertification for the Callowhill Industrial District, generally bounded by N. Front, N. Broad, I-676/Vine, and Spring Garden Streets, with an extension north to Fairmount Avenue between N. 8th and 10th Streets, and south to Race Street between 11th and Broad Streets.

Laura Spina, Center City Planner, stated the primary purpose of this blight recertification is to facilitate acquisition of vacant and underutilized properties to reestablish the street grid in the eastern section, facilitate the development of affordable housing (Chinatown has a higher need for affordable housing), and support the creation of a park along the Reading Viaduct. The boundaries include other nearby concentrations of vacancy that are subject to future development. This area was previously certified as blighted by the Philadelphia City Planning Commission. In 1963, the area south of Spring Garden Street was certified as part of the Center City Redevelopment Area. In 1968, the area north of Spring Garden Street was certified as part of the North Philadelphia Redevelopment Area. The original certification is superseded within the boundaries mentioned in this recertification. The criteria for blight in this area are:

1. Unsafe, unsanitary, inadequate or overcrowded conditions
2. Faulty street and lot layout
3. Economically and socially undesirable land uses

The Reading Viaduct creates blight. You don't have to have it for every block or property. The layout – the streets are not the size of the average city block. There are mega blocks and over 50% are used for surface parking. The City Planning Commission staff recommendation is approval.

Mr. Greenberger said there is no grand plan for it.

Mr. Eiding asked if there are some areas that are efficiently working.

Mr. Greenberger replied there are.

Ms. Spina replied there are some areas that are doing well, and we are not going to touch them.

Mr. Eiding asked if the process moves forward for the condemnation, will the property owners be able to come in and voice their opinions.

Mr. Greenberger and Ms. Spina replied yes.

Richard Thom, Chair for Old City Civic Association, replied they have been waiting for the area to be developed. He was told in the beginning it was going to be a service for Center City. It was never done. They see it as a relief value for Old City and Northern Liberties. This is a great opportunity zoned. The Recertification of Blight is a hard terminology to take. (see letter – Exhibit "4A").

Upon motion by Mr. Eiding, seconded by Ms. Ruiz, the City Planning Commission approved the Blight Recertification for the Callowhill Industrial District, generally bounded by N. Front, N. Broad, I-676/Vine, and Spring Garden Streets, with an extension north to Fairmount Avenue between N. 8th and 10th Streets, and south to Race Street between 11th and Broad Streets.

- 8) Model Cities Urban Renewal Plan Amendment: Authorizing the acquisition of 46 properties for residential redevelopment.

David Fecteau stated this item falls to your advisory capacity. We are dealing with three neighborhoods: 1) Norris Square; 2) Strawberry Mansion; and 3) Northern Liberties. Norris Square will build 10 scattered site subsidized units. Friends Rehab plans to build 12 units of subsidized housing in Strawberry Mansion as phase 2 of a homeownership project. PHA will build 50 rental townhomes and duplexes in Strawberry Mansion. The Housing Authority would have to get their 9 relocations plan approved. There are 13 properties there for our Vacant Property Review – no relocations. Tower Investments plans mixed housing and commercial development in Northern Liberties. This is the 32nd Amended Urban Renewal Plan and Redevelopment Proposal for Model Cities Urban Renewal Area. Approval is to take properties and also approve a change in the Urban Renewal in land use. The City Planning Commission staff recommendation is approval.

Ms. Ruiz replied they have funding. Spot zoning is very difficult to do. This is very good to do.

Mr. Eiding asked PHA, are they able to move on property now.

Mr. Greenberger replied because of changes at PHA, Mike Kelly is coordinating with our other housing agencies.

Mr. Abernathy asked where, if the funding doesn't come through.

Mr. Redding replied the Strawberry Mansion relocation is very expensive, and PHA doesn't want to take it on.

Corey Bellman, Girard Coalition and owner of 2nd and Girard, said he is interested in developing.

Mr. Fecteau replied it is really a matter between Keegan and the RDA. We don't have to take the plan if we don't want to.

Upon motion by Mr. Eiding, seconded by Ms. Ruiz, the City Planning Commission approved Model Cities Urban Renewal Plan Amendment: Authorizing the acquisition of 46 properties for residential redevelopment.

- 9) Zoning Bill No. 110563: amending the Zoning Code to permit non-accessory outdoor advertising signs within the area bounded by N. 6th, N. 7th, Spring Garden, and Willow Streets (Introduced by Councilmember DiCicco on September 8, 2011).

Larissa Klevan, Development Planning Division, stated this Bill proposes one digital or wall wrap sign no less than 7,000 sq. ft. and no more than 10,000 sq. ft. The building on which the Wall Wrap Sign is displayed must meet the following conditions:

- The height of the building at least seventy feet
- The building has a minimum floor area of one hundred thousand square feet
- The building has a minimum public street frontage of one hundred and fifty feet
- The building is not an historic building listed as such on the National Register of Historic Places or on the Philadelphia Register of Historic Places
- The building is not a parking garage, or a building where more than fifty percent of the floor area of its above ground structure is a parking garage

The City Planning Commission staff recommendation is not be approved. The legislative findings of Zoning Code Section 14-1604, "Outdoor Advertising and Non- Accessory Advertising Controls" state that:

- The excessive number of outdoor, non-accessory signs in the City contribute to visual clutter and detract from the aesthetic beauty of Philadelphia;
- Such signs are a detriment to public safety, creating a hazard to both motorists and pedestrians, and;
- The proliferation of commercial outdoor advertising signs contributes to the appearance of deterioration of commercial and industrial areas, negatively impacting the economic viability of these areas.

Additionally, the staff feels that by allowing buildings to become sign platforms, property owners will lose all incentive to appropriately reuse, develop or maintain their structures. The staff recommendation that this Bill not be approved is consistent with the City's position that non-accessory signage is inappropriate at this location, which has been affirmed by both the Common Pleas and Commonwealth Courts.

Mr. Greenberger asked didn't this wall already have a wall wrap.

Ms. Klevan replied yes, years ago.

Stephanie Kindt, staff attorney for SCRUB, read her statement (see Exhibit "9A").

Richard Thom stated he doesn't feel that the City has a right to make a property owner Slap a sign on their building. (also see his letter to Commission – Exhibit "9B").

Upon motion by Mr. Eiding, seconded by Ms. Thompson, the City Planning Commission approved Bill No. 110632.

Mr. Abernathy left at 3:20pm.

- 10) Zoning Bill No. 110662: amending the Zoning Code to prohibit variety/general merchandise stores of less than 7,500 sq. ft. in the Lower and Central Germantown Special Controls District (Introduced by Councilmember Miller on October 6, 2011).

Martin Gregorski stated this Bill would permit variety/general merchandise stores of over 7,500 sq. ft. This comes before us because of a ZBA case, which was an appeal against Licenses and Inspections. There was a Dollar Tree that was asking for a permit, by claiming that the store was actually a grocery store/supermarket. The City Planning Commission staff recommendation is disapproval.

Carl Primavera, attorney, represents the developer of the Chelton Plaza. One of the issues that came up was the overlay was design to promote supermarkets. Dollar Tree wanted to come in (it is a Fortune 500). Variety stores are not allowed here. Dollar Stores are the value play. In a few months, the new zoning code makes this mute. The banks love it. They allow them credit.

Yvonne Haskins, attorney, replied they had a pretty good meeting with ZBA. Carl has presented a wonderful marketing of how wonderful a Dollar Tree is. The problem here is we have an applicant that misrepresented themselves when they applied for permits. Germantown is the first municipality in Philadelphia. There was an intent when that overlay was placed. The Dollar Tree is not accepted under this overlay. That is not supporting the residents in the area. They asked the Commission to support the staff recommendation and also not to remove their overlay until you remap the area. So that it gives the community time to come together to create a plan for the community. They have eight community groups. They have the Historical District Community supporting them. The governor has not release state funds.

Kristen Simms, resident, stated when they place a food store, it was infested with rats. It was closed and now they want to put a Save-A-Lot and a Dollar Tree in there. She will have to go outside to shop. Please don't put it there.

Mr. Greenberger replied he has been talking extensively with the Councilwoman about this. The issue centers around this Dollar Tree store. Her intention was not to stop development, but to stop this Dollar Tree. What we are seeing is out supermarkets fighting these stores. We see the supermarkets adding more variety to their stores, and drug stores area also adding a little variety and food stuff too. The Councilwoman thinks the bar will be raised on these kinds of stores. The staff feels like the process has gone through a lot of process with this thing. We and the staff are nervous and anxious about the process. Germantown was the largest shopping center built, besides Center City. He thinks that this overlay was well intended, but it is faulty and needs to be fixed.

Mr. Eiding replied in reference to any dollar stores, now we need to look and see if there is enough parking. In this economy, many people are flocking to these stores. People should be concerned about what is going on. They should take a hard look at this. The community should have a say in it. He agrees with staff.

Mr. Greenberger replied if you want to argue that people flock to it, will it bring people back there?

Ms. Ruiz replied she remembers when we had a Cousins supermarket. She kept putting it at 5th and Berks, but the community didn't want it there. So they put it where the community wanted it. It was a success.

Ms. Haskins replied we would like to have money for this. When the new zoning code becomes effective, the overlay will go away. We need to have the time to plan. Please put a sunset clause on the overlay.

Mr. Greenberger replied this Commission doesn't do the zoning code.

Ms. Ruiz asked are we approving the dollar store. We can get another store, but they need to plan.

Ms. Rogo Trainer replied it is saying any variety store over 7,500 sq. ft.

Upon motion by Ms. Rogo Trainer, seconded by Mr. Eiding, the City Planning Commission approved staff's recommendation to disapprove Zoning Bill No. 110662.

Mr. Greenberger left at 4pm.

11) Zoning Remapping in North Philadelphia:

- a) Zoning Bill No. 110636: Zoning remapping to expand the North Central Philadelphia Community Special District Controls to the area generally bounded by N. 9th to 19th Streets from Cecil B. Moore to Leigh Avenues (Introduced by Councilmember Clarke on September 22, 2011).
- b) Zoning Bill No. 110681: Zoning remapping to expand the boundaries of the Yorktown Special District Controls to the area generally bounded by Girard Avenue, Brown and Parrish, 12th, and Park and Watts Streets (Introduced by Councilmember Clarkes on October 6, 2011).

Mr. Gregorski stated staff recommendations are disapproval for both of these Bills. While the staff understands the frustrations of a community in dealing with unruly students, this Bill prohibits any multi-family opportunities for any persons in the area. Additionally, the staff believes that many of the student problems that the residents face are enforcement related (noise, trash, property maintenance), and will not be solved by this Zoning Code amendment. The staff suggests exploring the use of the "Educational Housing District" approach already in use near St. Joseph's University as an enforcement tool. Finally, the boundaries as described in Bill No. 110636 do not close to form a completed polygon; this will need to be corrected before the Bill can become law. The City Planning Commission staff recommendation is disapproval.

Upon motion by Ms. Rogo Trainer, seconded by Mr. Miller, the City Planning Commission disapproved Zoning Bill Nos. 110636 and 110681.

Mr. Eiding and Ms. Ruiz abstained.

- 12) Streets Bill No. 110611: Authorizing the striking of Delaware Avenue from Pennypack Street to a point approximately 5,500 ft. to the southwest, through City of Philadelphia property (Introduced by Councilmember Krajewski on September 15, 2011).

Sarah Chiu, Development Planning Division, stated the City is in control of both sides of the Delaware. The Police Academy is expanding and they need to go over to the other side of the Delaware. The City Planning Commission staff recommendation is approval.

Upon motion by Mr. Eiding, seconded by Ms. Ruiz, the City Planning Commission approved Streets Bill No. 110611.

- 13) Streets Bill No. 110614: Authorizing the striking of Shedwick Street from Reed to Wharton Streets, and placing a utility right-of-way in the stricken Shedwick Street (Introduced by Councilmember Tasco for Council President Verna on September 15, 2011).

Ms. Chiu stated this street doesn't physically exist. The purpose of this Bill is to facilitate the consolidation of parcels for expanding the business operation for Ryder Truck Rental on Reed Street. The City Planning Commission staff recommendation is approval.

Upon motion by Mr. Eiding, seconded by Ms. Ruiz, the City Planning Commission approved Streets Bill No. 110614.

- 14) Streets Bill No. 110663: Striking Slocum Street from northeast of Chew Avenue to its terminus (Introduced by Councilmember Miller on October 6, 2011).

Ms. Chiu stated this action will facilitate plans by the Department of Public Property to perform renovations and construct site improvements at the Pleasant Playground and Recreation Center. The area being vacated will be retained by the City as a part of the Recreation Center property. The City Planning Commission staff recommendation is approval.

Craig Constantine asked how do you propose to deal with the many families that live on Slocum Street.

Ms. Chiu replied it will not affect the traffic in the area.

Upon motion by Ms. Thompson, seconded by Mr. Eiding, the City Planning Commission approved Streets Bill No. 110663.

- 15) Streets Bill No. 110671: Striking Bodine Street from Spring Garden to Green Street (Introduced by Councilmember DiCicco on October 6, 2011).

Ms. Chiu stated proposal is to strike street so the parking lot can become a private parking lot and the restaurant want to build on it. The City Planning Commission staff recommendation is approval.

Mike Driscoll, co-owner Northern Liberty Inc., asked for our approval.

Mr. Syrnick asked about the lay by land turn into a sidewalk. How would that be formalized?

Mr. Jastrzab replied that would come under the Streets and Services Committee.

Mr. Eiding asked if you take it away, how would you compensate for it.

Mr. Driscol replied they could still do it. It is also a bike lane.

Ms. Miller asked why would you strike the street.

Mr. Driscol replied he was approach by the DCC. His desire was to do a courtyard.

Mr. Syrnick asked if there were utilities in this street.

Ms. Chiu replied the Water Department believes there is one owner, and it could be accessed on Spring Garden Street. The owner would be responsible for the costs.

Mr. Jastrzab replied this is one of the items that concerned the staff. They wanted to be consistent. We felt it would be alright to close this street.

Ms. Rogo Trainer replied she disapproves of it.

Mr. Driscol replied he has the support of the adjoining property owner.

Ms. Ruiz asked if the public will be able to walk across this.

Mr. Driscol replied yes.

Mr. Jastrzab asked is the alley gated.

Mr. Driscol replied yes.

Ms. Thompson asked what happens to Bodine on street to the north.

Ms. Chiu replied no affect.

Ms. Rogo Trainer replied it is still not safe.

Mr. Eiding asked why did we get this.

Mr. Jastrzab replied it came from the Streets Department from private developer/owner.

Mr. Syrnick asked what is the status.

Ms. Chiu replied it goes to Council tomorrow.

Ms. Rogo Trainer, Ms. Thompson, Ms. Miller and Mr. Eiding all disapproved this item.

Upon motion by Ms. Rogo Trainer, seconded by Ms. Miller, the City Planning Commission disapproved Streets Bill No. 110671.

- 16) Property Bill No. 110632: Authorizing the Philadelphia Authority for Industrial Development (PAID) to purchase a 2-acre parcel of land at 9470 Ashton Road for site consolidation (Introduced by Councilmember Krajewski on September 22, 2011).

Martine Decamp, Development Planning Division, stated PIDC owns 6.5 acres of land to the south and rear. They wish to acquire this additional parcel to 'square up' the property and to give it better access so that the land can be marketed and developed. The parcel in question has changed hands many times, and every development idea failed, so the owners have agreed to sell to PIDC for fair market value. It is zoned "Industrial". The City Planning Commission staff recommendation is approval.

Liz Jabor, from PIDC, recommends approval of this action.

Upon motion by Ms. Ruiz, seconded by Mr. Eiding, the City Planning Commission approved Bill No. 110632.

Mr. Syrnick adjourned the City Planning Commission Meeting of October 18, 2011 at 4:38pm.

SUMMARY

- 1) Approval of the Minutes of the September 20, 2011 meeting. Approved
- 2) Executive Director's Update.
- 3) *Philadelphia2035* District Plan Update. (Presented by Richard Redding)
Presented
- 4) *Information Only: 205 Race Street Residential Development (Brown-Hill Development)*.
Presented
- 5) *Information Only: 521-31 S. Broad Street Mixed-Use Development (Dranoff Development Company)*.
Presented
- 6) *Information Only: 3400 Market Street Mixed-Use Development (University City Science Center)*.
Presented
- 7) Blight Recertification for the Callowhill Industrial District, generally bounded by N. Front, N. Broad, I-676/Vine, and Spring Garden Streets, with an extension north to Fairmount Avenue between N. 8th and 10th Streets, and south to Race Street between 11th and Broad Streets (Presented by Laura Spina).
Approved
- 8) Model Cities urban Renewal Plan Amendment: Authorizing the acquisition of 46 properties for residential redevelopment (Presented by David Fecteau).
Approved
- 9) Zoning Bill No. 110563: Amending the Zoning Code to permit non-accessory outdoor advertising signs within the area bounded by N. 6th, N. 7th, Spring Garden, and Willow Streets (Introduced by Councilmember DiCicco on September 8, 2011; Presented by Larissa Klevan).
Approved
- 10) Zoning Bill No. 110662: Amending the Zoning Code to prohibit variety/general merchandise stores of less than 7,500 sq. ft. in the Lower and Central Germantown Special Controls District (Introduced by Councilmember Miller on October 6, 2011; Presented by Martin Gregorski).
Disapproved
- 11) Zoning Remapping in North Philadelphia (Presented by Martin Gregorski):
 - a) Zoning Bill No. 110636: Zoning remapping to expand the North Central Philadelphia Community Special District Controls to the area generally bounded by N. 9th to 19th Streets from Cecil B. Moore to Leigh Avenues (Introduced by Councilmember Clarke on September 22, 2011).
 - b) Zoning Bill No. 110681: Zoning remapping to expand the Yorktown Special District Controls to the area generally bounded by Girard

Avenue, Brown and Parrish, 12th, and Park and Watts Streets
(Introduced by Councilmember Clarke on October 6, 2011).

- 12) Streets Bill No. 110611: Authorizing the striking of Delaware Avenue from Pennypack Street to a point approximately 5,500 feet to the southwest, through City of Philadelphia property (Introduced by Councilmember Krajewski on September 15, 2011; Presented by Sarah Chiu).
Approved
- 13) Streets Bill No. 110614: Authorizing the striking of Shedwick Street from Reed to Wharton Streets, and placing a utility right-of-way in the stricken Shedwick Street (Introduced by Councilmember Tasco for Council President Verna on September 15, 2011; Presented by Sarah Chiu).
Approved
- 14) Streets Bill No. 110663: Striking Slocum Street from northeast of Chew Avenue to its terminus (Introduced by Councilmember Miller on October 6, 2011; Presented by Sarah Chiu).
Approved
- 15) Streets Bill No. 110671: Striking Bodine Street from Spring Garden to Green Street (Introduced by Councilmember DiCicco on October 6, 2011; Presented by Sarah Chiu).
Disapproved
- 16) Property Bill No. 110632: Authorizing the Philadelphia Authority for Industrial Development (PAID) to purchase a 2-acre parcel of land at 9470 Ashton Road for site consolidation (Introduced by Councilmember Krajewski on September 22, 2011; Presented by Martine Decamp).
Approved



EXHIBIT "YA"

October 17, 2011

Mr. Alan Greenberger
Chair, Philadelphia City Planning Commission
One Parkway, 13th Floor
1515 Arch Street
Philadelphia, PA 19102

Re: 205 Race Street Development Proposal
PCPC Agenda, October 18, 2011

Dear Mr. Greenberger:

The Old City Civic Association (OCCA) welcomes all *appropriate* development within Old City, and hopes to be able to support the 205 Race Street development proposal, once finalized.

It is understood that the 205 Race Street proposal before the Commission is an "informational" presentation by the development team and no formal position will be rendered by the Commission. However, the OCCA Developments Committee wishes to share with the Commission our initial response to this proposal, as presented to us by request of the development team and prior to our final vote, and hope that the Commission will take into consideration the Committee's expressed position on the following points:

HEIGHT

In the matter of the overall height of the structure planned, the Committee opines the height of 190' entirely unsupportable and an unjustified exception to applicable standing regulations (65 ft. by overlay). The overall height of the structure planned, a final height which is **292%** of what is permitted under the current zoning code, is the principle factor contributing to the conspicuous incompatibility of this proposal with the existing character and established standards of the Old City area.

F.A.R.

In the matter of the Floor Area Ratio planned, the Committee opines the proposed F.A.R. of 6.7, within a zoning classification limited to an F.A.R. of 4.5, unsupportable and a conspicuous overbuild of the parcel. The present F.A.R. allowance of the 205 Race Street parcel is consistent with the great majority of all parcels within the Old City area and is not disadvantaged in any way that might justify such an overbuild.

PARKING

In the matter of parking spaces planned to be provided for both the occupants of the 122 residential units proposed and the 16,000 sq. ft. commercial space proposed, the Committee opines the proposal of 41 parking spaces to be inadequate. The current code standard requires 85 parking spaces for the residential units proposed, but the proposal meets just 48% of that standard. Also, the screening and landscaping management of the parking area does not seem to meet the current, or future, standards of the code.

Although there are, and will be, multiple other significant aspects and issues to explore and discuss, the Committee felt particularly strongly that these three major points needed to be registered, to avoid any future misunderstanding regarding its disposition.

We look forward to working with the 205 Race Street development team to contribute toward a project design based on the applicable standards of the zoning code and a development program for the site that works well for both Brown / Hill Development and the Old City community.

Respectfully Submitted,



Mr. Richard W. Thom, AIA,
Chair, OCCA Developments Committee
215-440-7120

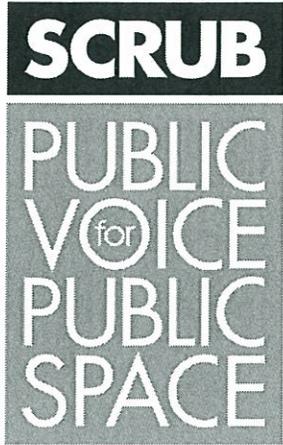


Mr. Joe Schiavo
Vice Chair, OCCA Developments Committee
215-922-0936

- c. Mr. Greg Hill, Brown / Hill Development (via email)
Ms. Laura Spina, Philadelphia City Planning Commission, (via email)

EXHIBIT "9A"

October 18th, 2011



Alan Greenberger, FAIA, *Chairman & Members Philadelphia City Planning Commission*
Philadelphia City Planning Commission
One Parkway, 13th Floor
1515 Arch Street
Philadelphia, Pennsylvania 19102

Re: Bill # 110563 – Amending Philadelphia Zoning Code Chapter 14-1604 “Outdoor Advertising and Non Accessory Advertising Controls”

Dear Alan and Distinguished Members of Philadelphia City Planning Commission,

We write to communicate our concern regarding City Council Bill # 110563 introduced on September 8th, 2011 by Councilman DiCicco, creating a special zoning district in the area bounded by 7th, Spring Garden, 6th and Willow Streets, for the purpose of legalizing building wrap style, non accessory outdoor advertising. We urge the commission to strongly oppose this bill for the following reasons;

- 1). Rezoning this area of land meets the definition of spot zoning as laid out in; Township of Plymouth v. County of Montgomery, 109 Pa. Comwlth 200, 531 A2d 49 (1987) and others to generally define spot zoning as "zoning provisions adopted to control the use of a specified area of land without regard to the relationship of those land use controls to the overall plan and the general welfare of the community."
- 2). A property within this area has a long history of attempting to legalize the use of non accessory, building wrap style signage, see PA Commonwealth, Callowhill Center Associates vs. Zoning Board of Adjustment, July Term 2007, argued May 18th, 2010. Which upheld the Court of Common Pleas ruling to refuse the building wrap non accessory use.
- 3). The Northern Liberties community does not support this use, and has been opposed to all other similar proposed uses in this area over the past decade.
- 4). There is no hardship that is specific to the property and the impact on the public would not be diminimus.
- 5). Over the past decade, L&I, the ZBA, the Court of Common Pleas and the Commonwealth Court have refused this use citing the following as per Philadelphia code;
 - Sign is within 660 of an exit/entrance to I95
 - Sign is within 660 feet of a park and playground
 - Dimensions of wall wrap signs are too high as per code and area is too large
 - Signs will potentially face residences (current requirements are not within 150 feet for a standard billboard, 1000 feet for digital)

Despite the Commonwealth Court rulings, ZBA rulings and the subsequent removal of the wall wrap sign; property owners have continued to press for the installation of this type of signage. The financial benefits are such that it makes an incredible incentive.

1315 Walnut Street, Suite 1605
Philadelphia, PA 19107

215.731.1775
215.732.5725 fax

publicvoiceforpublicspace.org

The impact of Bill #110563 should be reviewed on several levels, the property owner and the sign companies generate revenue, which in turn generates tax revenues, but the property owners adjacent to the signage see as much as a 30% reduction in their overall resale value, with homes in the same census district as a billboard seeing an average of \$1000 reduction in value. Research on exactly this issue conducted across Philadelphia neighborhoods during the summer of 2011, about to be released, clearly demonstrates that the City is the loser when billboards are installed.

In addition, Bill #110563 runs counter to long term plans to become the greenest city, or even one of the greenest cities in the country. Current plans, (Plan 2035, GreenPlanPhilly, The Master Plan for the Delaware Riverfront) all discourage if not outright ban signage of this type. One digital sign uses as much electricity as 26 homes on any given day. The cost to maintain and run digital signs far outweighs any potential benefit from tax revenue.

The current trend across the country and across the globe is to move away from this type of advertisements. Innovative marketing strategies are now implemented in the palm of our hands, not on our Cities skylines. The idea that this type of signage will "create" or "encourage" the development of an entertainment district is unfounded, there are no demonstrated cases where this has been shown to be true.

This area is currently an L-4 Limited Industrial District, where outdoor advertising signs are not a permitted use. Section 14-506(1)(a)(.2) of the Code. Furthermore, the area is situated in the Vine Street Parkway Special Sign Control Area, where the City has imposed strict sign control regulations. Section 14-1604.1(5) of the Code. In 1999, Callowhill erected a 9,750 square foot non-accessory wall wrap sign on its building without first acquiring a zoning and use permit. The wall wrap sign, as with all such similar signs, had the practical effect of transforming an entire side of Callowhill's building into a sign. Bill #110563 would allow not only this use, but would allow it on all the buildings situated within the described boundaries, as well as the addition of allowing the wrap signs to become digital. In effect creating a 9,750 square foot television along the Vine Street Expressway, blocks from Franklin Square Park, Independence National park, as well as the historic Old City Neighborhood.

Currently, the zoning code commission has delegated the task of sorting out Philadelphia's signage code law to a group of highly knowledgeable City representatives. They are working diligently on these very issues, conducting research, meeting with industry representatives and collecting public input...to create an area such as this at the current time is completely counterproductive to this important work.

In summary we urge the commission to strongly recommend against the passage of bill #110563 based on the ruling of the Commonwealth Court, existing case law, Current Philadelphia Zoning code, the ongoing work being conducted by the signage working group, as well as the existing long term plans for city development, Plan 2035, Delaware Riverfront Master Plan, GreenPlanPhilly among many others.

Regards,

Stephanie Kindt

A handwritten signature in black ink, appearing to read 'Stephanie Kindt', written over a horizontal line.

CASE HISTORY

July 9, 2009: Judge Idee C. Fox of the Court of common Pleas issued an Opinion which upheld the ZBA's denial of zonign and use variances pursued by the owner for the proposed 9750 square foot wall-wrap at 417 North 7th Street and also found that the ZBA did not err in finding hte relevatn sections of the zoning code constitutional and enforceable.

July 12, 2007- September 23, 2008: Owner filed an appeal to the Court of Common Pleas of the ZBA's denial. ZBA submitted the record and its findings and conclusions of law to the Court. Owner filed Motions to Quash or Dismiss SCRUB and community groups as intervenors for lack of standing. ZBA was directed twice to develop a record regarding this. The ZBA took no action. Pursuant to discussion with Counsel, but without waiver of standing issue, the appeal to the Common Pleas Court permitted to proceed. Oral argument was heard from all parties.

June 13, 2007: ZBA denied the variance request of the owner and also found the City ordinances in question valid.

August 16, 2006: Owner applied for a new variance after losing first appeal to United States Supreme Court. Final hearing held, awaiting the decision of the Zoning Board.

May 17th, 2006: Case heard again by the ZBA. Continuance granted for a later date.

April 5th, 2006: Case reheard by the ZBA. Continuance granted for a later date.

February 15, 2006: Applicant is reapplying for a wallwrap permit.

March 7, 2005: The offending wall wrap was removed by the City and the owner charged for the cost of removal.

February 28, 2005: Working over the weekend, the property owner installed a wall wrap in flagrant violation of not only city law, but also Commonwealth Court Judge Silberstein's previous decision.

March 19, 2004: The City agreed to stay the decision for 60 days while the defendants' appeal to Commonwealth Court.

March 1, 2004: Judge Alan K. Silberstein ordered the wall wrap removed, the owner fined over \$65,000, and all advertising revenue forfeited and placed in a trust for the benefit of the citizens of Philadelphia.

June 2, 2003: The U.S. Supreme Court denied certiorari.

January 2003: Upon receipt of the decision of the Supreme Court of Pennsylvania, the City of Philadelphia filed an action in the Court of Common Pleas seeking enforcement of the Supreme Court's decision

December 17, 2002: The Supreme Court denied the Application for Stay and Injunctive Relief . The Petition for Allowance of Appeal was also denied.

July 11, 2002: Pennsylvania Commonwealth Court upheld Common Pleas Decision.

November 27, 2001: Court of Common Pleas reversed the grant of a variance.

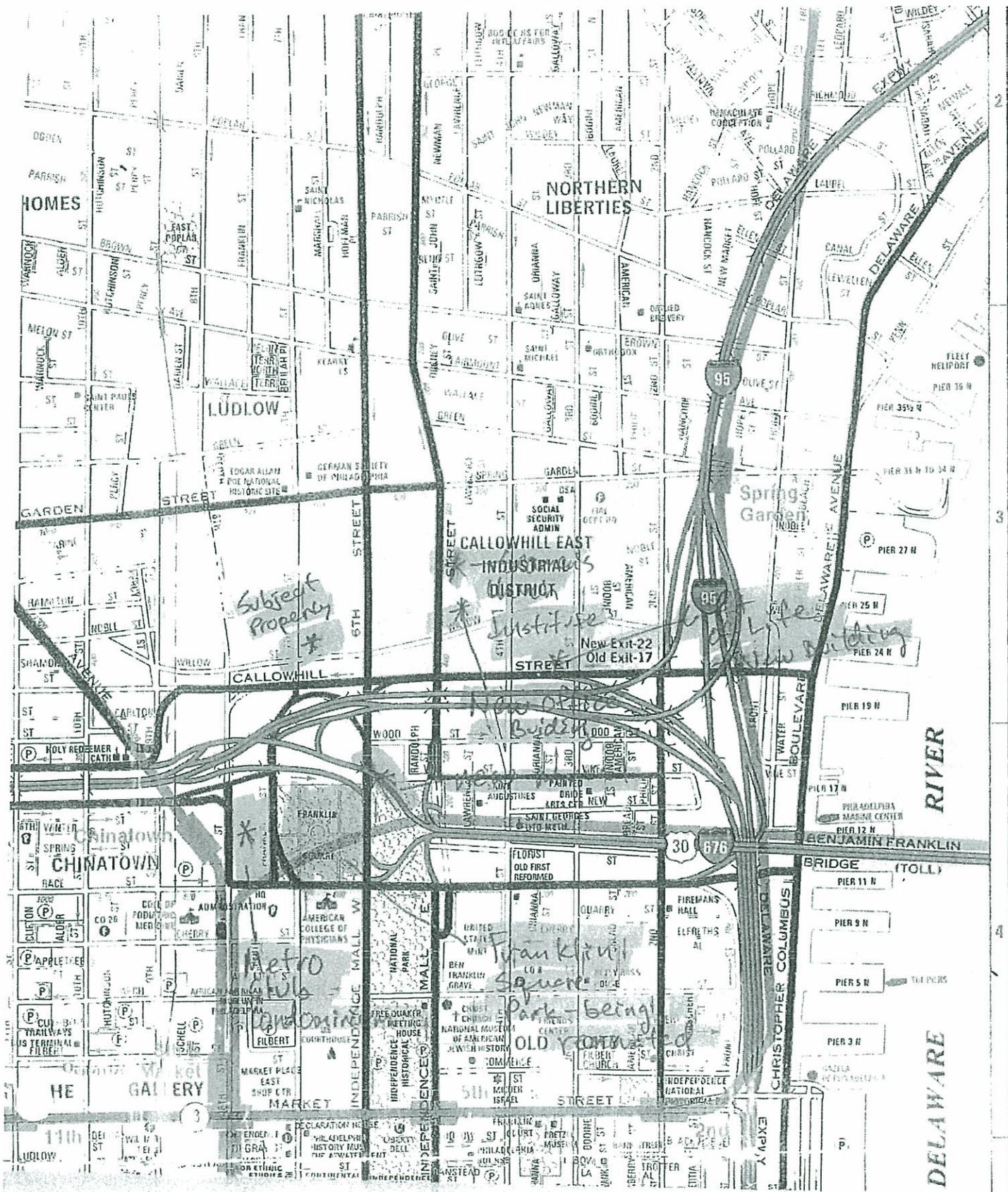
April 5, 2001: ZBA granted a variance to erect an outdoor advertising sign on the grounds that the Applicants would suffer an unnecessary hardship if the variance was not granted

February 2000: Applicants applied to L&I for a permit for a proposed sign which was identical in proportion to the existing sign, but L&I rejected on the grounds that it violated the outdoor advertising requirements of Section 14-506, 14-1404, and 14-1604.1.

1999: Applicants erected a 65 foot by 100 foot non-accessory sign on the wall of a building located on North 7th Street in Philadelphia. They did not apply for a permit.







Subject Property *

Justice *

Franklin Square *

Old Yonkers *

New Exit-22
Old Exit-17

Spring Garden

HE GALLERY

Metro Club

Franklin Square

Old Yonkers

DELAWARE RIVER

DELAWARE RIVER

BRIDGE (TOLL)

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

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PIER 5 N

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PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

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PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

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PIER 35 1/2 N

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PIER 33 N TO 34 N

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PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

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PIER 35 1/2 N

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PIER 33 N TO 34 N

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PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

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PHILADELPHIA MARINE CENTER

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PHILADELPHIA MARINE CENTER

PIER 12 N

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PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

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PIER 5 N

PIER 3 N

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PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

PIER 9 N

PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

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PHILADELPHIA MARINE CENTER

PIER 12 N

PIER 11 N

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PIER 5 N

PIER 3 N

PIER 1 N

PIER 35 1/2 N

PIER 34 N

PIER 33 N TO 34 N

PIER 27 N

PIER 25 N

PIER 24 N

PIER 19 N

PIER 17 N

PHILADELPHIA MARINE CENTER

PIER 12 N



EXHIBIT "9B"

18 October 2011

The Philadelphia City Planning Commission
One Parkway, 13th Floor
1515 Arch Street
Philadelphia, PA 19102

RE: Bill Number 110563; Amending City Code to Permit Non-Accessory Outdoor Advertising from 6th to 7th Streets, Willow To Spring Garden Streets.

Dear Planning Commission Members:

For over thirty(30) years Old City Civic (OCCCA) has opposed the proliferation of non-accessory outdoor advertising billboards in our neighborhood and the surrounding historic district. We continue to oppose efforts to insert such offensive advertising into our community and vigorously OPPOSE Bill Number 110563.

Non-accessory advertising, especially the billboard type of which building wraps are essentially another incarnation, are an unnecessary visual intrusion into the historic character of the neighborhood and a blight on our Local Register Historic District and its important building stock. While they are a profit making venture for the proponents, they are a significant detriment to local property investment and to the tourist experience we have spent decades nurturing for the economic health of the city as a whole.

This former RDA Industrial Development Zone has been identified as having enormous potential for redevelopment in the coming real estate recovery. It is very likely that the future holds a mixture of residential, commercial and light industrial uses encouraged by the new zoning code, anticipated district re-mapping and enlightened positions by this commission. We believe that PCPC support of council legislation that would appear to undermine this trend, is counterproductive to the long term economic health of the historic district and its architectural resources.

We urge the commission to not offer support for what is clearly a so-called "spot re-zoning" measure and a long term visual intrusion into our neighborhood.

If you have any questions concerning this letter of OPPOSITION please do not hesitate to call me at my office number (215.440.7120) during normal business hours.

Sincerely,

Richard W. Thom, AIA
Chair, Developments Committee, OCCA